American Heart Association

2016 Hands-Only CPR Research Tracking Study

03/14/17

PMM Research

Background & Methodology

What?	◆ In October 2009, the American Heart Association first launched the Hands-Only CPR campaign. The campaign over the past 6 years has encouraged and educated potential bystanders to call 9-1-1 and immediately begin Hands-Only CPR when they are confronted with an adult in cardiac arrest. The American Heart Association has been tracking general awareness, attitudes and behavior related to Hands-Only CPR since 2009. The 2016 study, represents the 6th wave of tacking.
When?	◆ Wave 6: October 2016
Who?	◆ 1188 adults age 18+
Where?	◆ Nationwide
How?	◆ Online survey fielded by Lightspeed Research. Respondents are members of Lightspeed Research's large national opt-in panel, which has access to more than 2 million members of U.S. households. Sampling quotas for gender, age, race/ethnicity were employed to ensure that the results are demographically representative.

*****All data that follows was tested at the 95% confidence level. Statistically significant increases or decreases in the 2016 survey are denoted with an up or down arrow*** ⬆⬇

Key Findings

- Many measures and trends in this 2016 research study have remained fairly consistent and unchanged since the last study in 2014. The data that follows continues to illustrate that there remains significant promise for growth in knowledge and willingness to perform Hands-Only CPR, both among general market and Hispanic audiences.
  - Hands-Only CPR awareness in 2016 remains high at 60%. Awareness is highest among males, younger respondents age 18-34, Hispanics and households earning more than 50K.
  - Message awareness continues to be difficult to garner, with only 1 in 5 respondents recalling that they have recently seen, heard, or read something about Hands-Only CPR.
  - Critically, confidence levels in 2016 experienced a statistically significant increase, with 39% of all respondents declaring that they are extremely or very confident to perform hands-only CPR.
  - Half of all respondents in this study also declared that they are extremely or very likely to perform HOCPR in the case of a cardiac emergency.
  - When given options of Hands-Only or conventional CPR for action in a cardiac emergency situation, respondents are more likely to perform Hands-Only CPR (41% vs 16%).
  - CPR learning, information gathering, and sharing is on the rise in 2016, significantly more respondents discussed CPR and/or visited a website to obtain additional information.

Aided Awareness

Aided Awareness of Hands-Only CPR

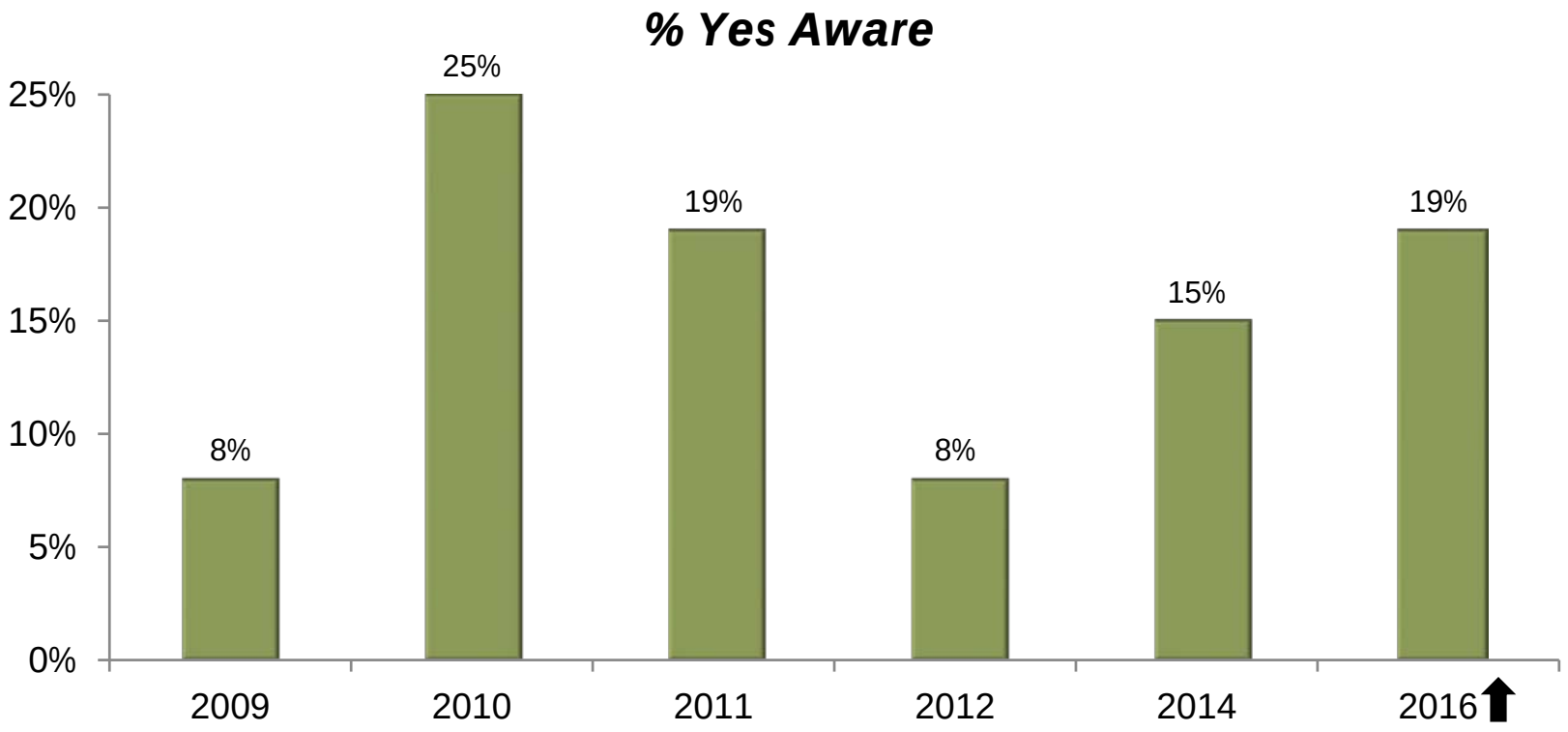
- Awareness of Hands-Only CPR continues to be high and fairly unchanged. In 2016, 60% of all respondents declared that they have heard of Hands-Only CPR before this survey.

Have Heard of Hands Only CPR					
2009	**2010**	**2011**	**2012**	**2014**	**2016**
56%	63%	63%	57%	57%	60%

Q. Before this survey, had you ever heard of a procedure called "Hands-Only CPR," which involves pushing on the victim's chest but does NOT involve breathing into the victim's mouth?

General Awareness of Message

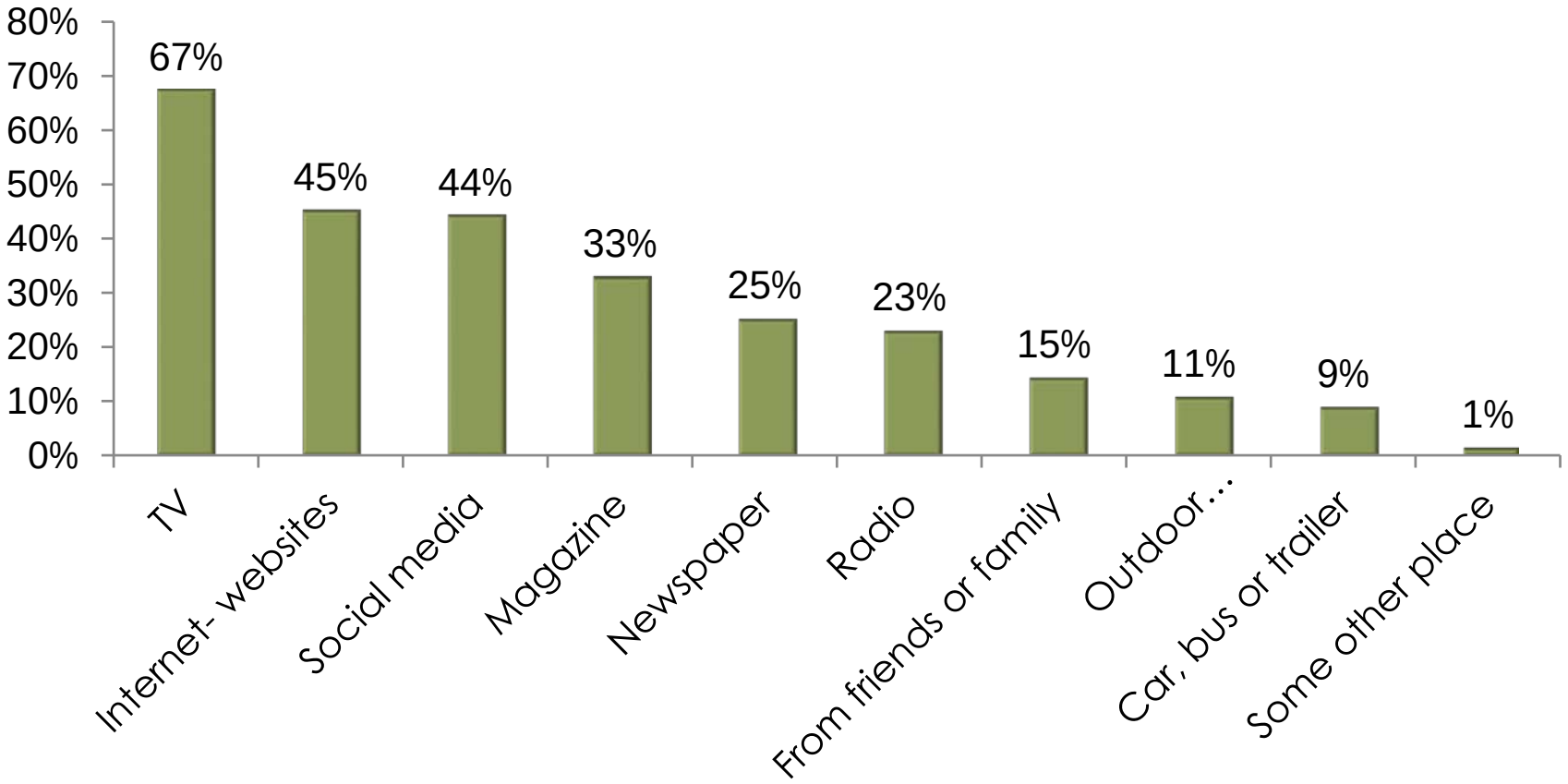
- About 1 in 5 (19%) respondents said that they have recently seen, heard, or read something about Hands-Only CPR. Over the past two years, there has been a significant increase in general Hands-Only CPR message awareness.



Q. In advertising, publicity, the Internet, social media such as Facebook or YouTube or other places, have you recently heard, seen or read anything about Hands-Only CPR?

Sources of Awareness (2016 Survey)

- Awareness of Hands-Only CPR is being driven primarily by TV and a digital presence (websites and social media).



Q. You indicated that you have seen, read or heard something lately about Hands-Only CPR. Where was that…?

Stayin' Alive Campaign Awareness

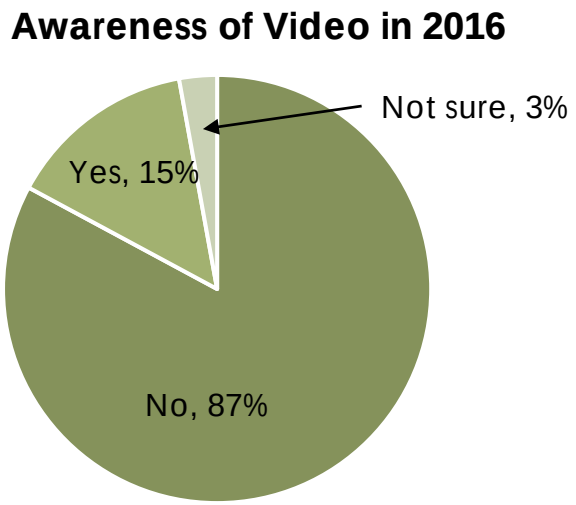
- In 2016, awareness of the Stayin' Alive Campaign has significantly dropped to 29%.

% Yes Aware of Stayin Alive	
2012	47%
2014	64%
2016	29% ⬇

Q. Have you heard, seen, or read anything ever about saving a life while performing Hands-Only CPR to the classic song 'Stayin' Alive'?

Hands-Only Demo Video Recall

- Although recall of the Hands-Only video is fairly low, it continues to be an important tool for AHA to use in education. Likelihood and confidence in performing Hands-Only CPR increases after respondents view the Hands-Only CPR video.



Likelihood & Confidence	After Viewing Video			Before
	2012	2014	2016	2016
(Extremely Likely/Very Likely)	65%	72%	70% ⬆	50%
(Extremely Confidence/Very Confident)	51%	60%	61% ⬆	39%

Q. Have you ever seen this video before? After seeing the video, how likely/confident would you be to give Hands-Only CPR in an emergency?

Awareness of Mobile Truck and Trailer

- Awareness for the Hands-Only CPR truck and trailer has significantly increased to 14%.

% Yes Aware of Mobile Truck and Trailer	
2012	4%
2014	9%
2016	14% ⬆

Q. Have you recently seen, read or heard anything about the mobile Hands-Only CPR truck and trailer?

Awareness of "Other" - Campaigns, PSAs, Ads

- 20% of respondents recall an American Heart Association campaign, PSA, ad or video. However, recall across each campaign individually is low.

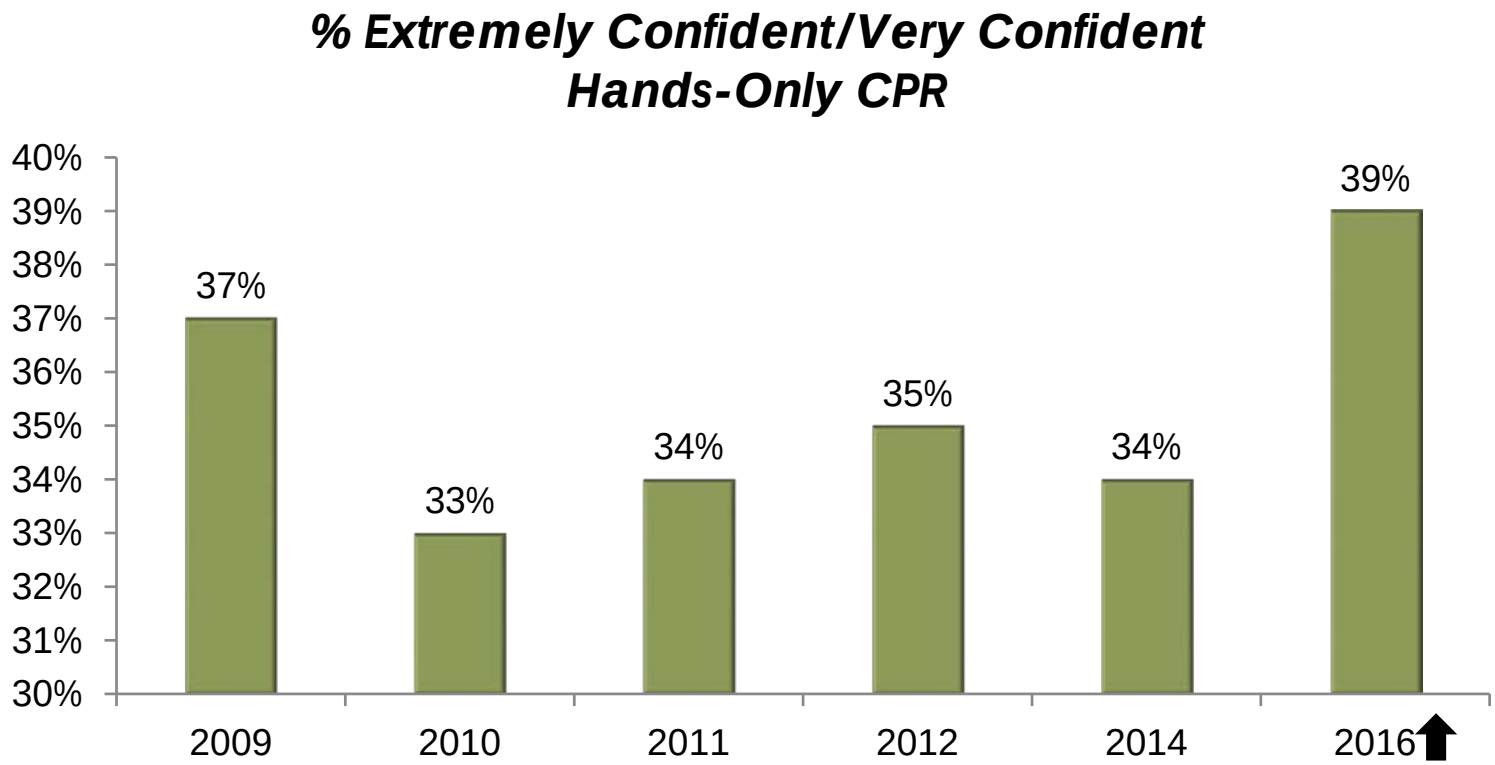
% Yes	
Fan Video	6%
Animated demo	8%
Live demo	8%
Ken Jeong	7%
Jennifer Coolidge	6%
Learn Hands-Only CPR #CPRSavesLives	4%
Mama Knows Best Hands-Only CPR	6%
I haven't seen any of these	80%

Q. Have you ever seen any of the following PSAs, ads or videos about Hands-Only CPR online or on television?

Attitudes Regarding Hands-Only CPR

Confidence in Performing Hands-Only CPR

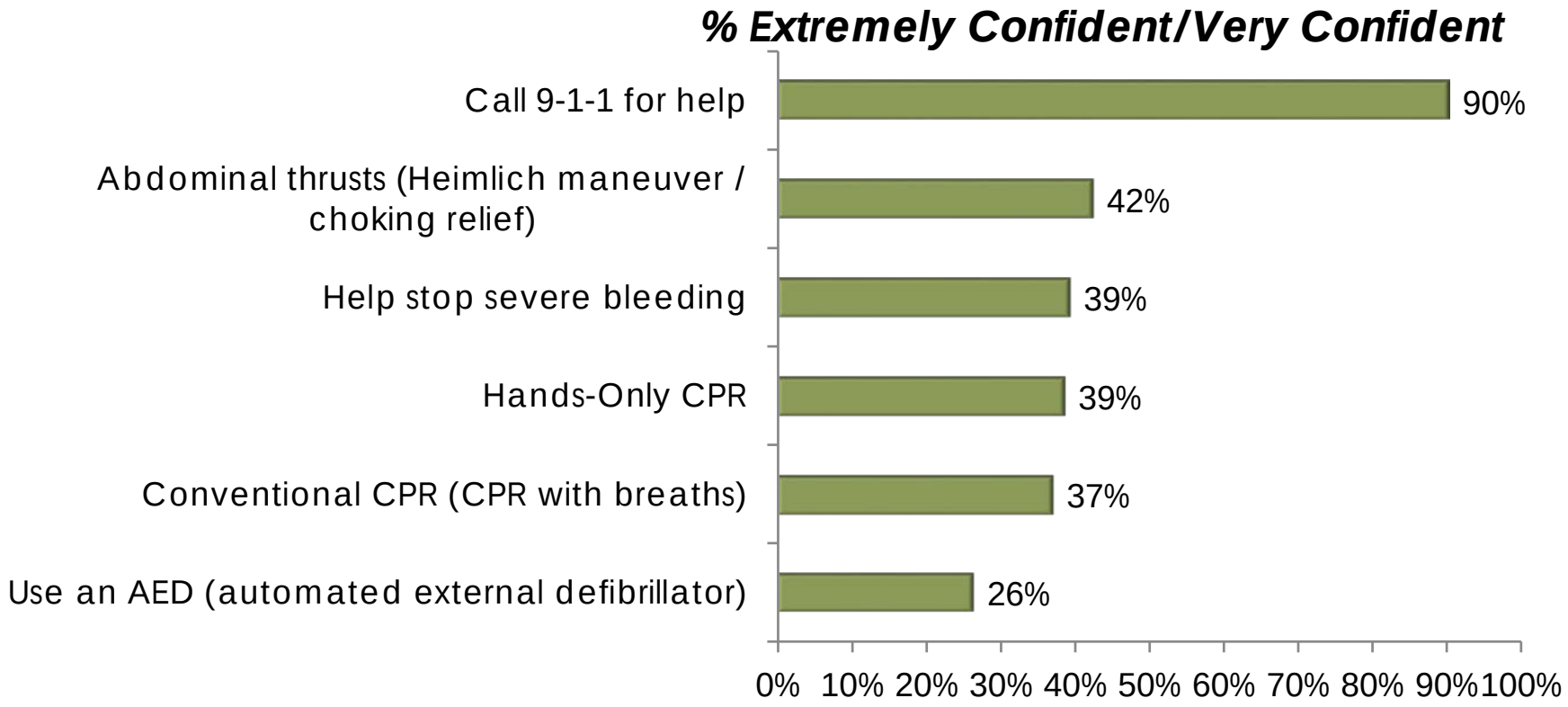
- Nearly 40% of respondents declared that they were extremely or very confident to perform Hands-Only CPR. Notably, there has been a significant increase in confidence levels from 2012.



Q. In a medical emergency, how confident or not confident are you that you would do the following to aid a person?

Confidence In Performing Hands-Only CPR (2016 Survey)

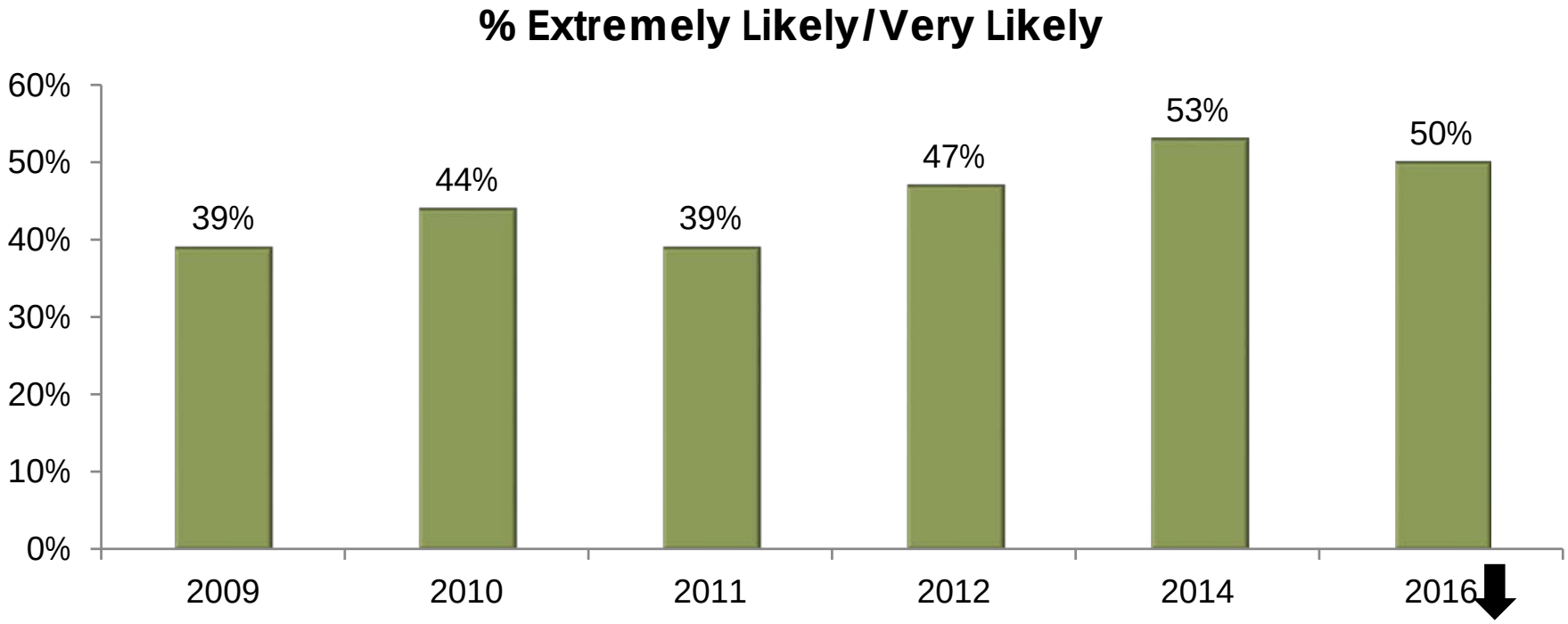
- The 2016 survey data continues to show that respondents have the same level of confidence in performing Hands-Only CPR as they do Conventional CPR.



Q. In a medical emergency, how confident or not confident are you that you would do the following to aid a person?

Likelihood of Performing Hands-Only CPR

- There was a statistically significant drop in the likelihood of performing Hands-Only CPR from 2014 to 2016. However, 50% of all respondents still declare that they would be extremely or very likely to perform Hands-Only CPR in an emergency.



Q, How likely would you be to give Hands-Only CPR in an emergency?

Inclination To Perform Hands-Only CPR

- Few respondents assert that they would be more inclined to conduct conventional CPR over Hands-Only CPR. Rather, respondent's inclination to perform Hands-Only CPR has remained fairly stable over the past two years and inclinations to consider both equally has continued to increase.

	2012	2014	2016
Hands-Only CPR	54%	44%	41%
Both equally	32%	39%	43% ⬆
Conventional CPR	15%	17%	16%

Q. In an emergency, if you had to choose, which would you be more likely to perform?

Belief in Effectiveness of Hands-Only CPR

- Both positive and negative perceptions about Hands-Only CPR significantly increased in 2016. On a positive note, significantly more respondents said that would first call 9-1-1 in a cardiac emergency and 70% of respondents believe that anyone could do Hands-Only CPR. However, at the same time there is a rise in the number of respondents who believed that the procedure should only be performed by trained professionals and more than a third believe that the procedure is complicated.

% Agree Strongly/Somewhat Agree	2009	2010	2011	2012	2014	2016
If someone has sudden cardiac arrest, the first thing to do is to call 911	89%	89%	88%	90%	86%	89% ↑
Immediate Hands-Only CPR significantly improves chances of someone surviving sudden cardiac arrest	75%	81%	76%	79%	81%	83%
Anyone can do Hands-Only CPR	52%	58%	56%	65%	64%	70% ↑
Hands-Only CPR- where you don't breathe into a person's mouth- can be just as effective as traditional CPR	53%	63%	61%	64%	*	67%
I'm hesitant to perform Hands-Only CPR because I worry if I don't do it correctly I could unintentionally hurt the person	62%	59%	57%	55%	59%	61%
Only people with special training and certification should use Hands-Only CPR	57%	55%	49%	41%	48%	54% ↑
Performing Hands-Only CPR seems like it would be quite complicated				21%	29%	37% ↑

** Not asked in 2014*

Q. Please indicate whether you agree or disagree with the following statements.

Belief in Education of CPR

- Perceptions in education have not changed over the past two years; rather, the majority of respondents continue to believe that education of CPR should start young and be mandatory.

	2014	2016
Learning CPR in school should be a mandatory course for middle school students	78%	83% ⬆
Learning CPR in school should be a mandatory course for high school students	90%	90%

Q. Please indicate whether you agree or disagree with the following statements. - Learning CPR in school should be a mandatory course for middle/high school students -

Association with AHA

AHA Association With Learning CPR

- American Red Cross continues to have a slight, yet diminishing, lead in association with CPR training.
- Slightly more than half of all respondents continue to correlate the American Heart Association with CPR training. However, other organizations also continue to garner top of mind correlation with learning CPR (i.e. fire departments, hospitals and the American Red Cross.)

	Learning CPR		
	2012	2014	2016
American Red Cross	62%	61%	59%
American Heart Association	57%	56%	56%
My local fire department	52%	53%	50%
My local hospital	49%	50%	48%
National Safety Council	24%	33%	31%
Boy Scouts/Girl Scouts	24%	29%	28%
My school	17%	24%	24%

Q. To what extent do you associate each of the following with learning CPR?

AHA Association With Learning Hand-Only CPR

- American Heart Association and American Red Cross are comparably associated with learning how to perform Hands-Only CPR by slightly more than half.

	Learning Hands-Only CPR		
	2012	2014	2016
American Red Cross	54%	55%	53%
American Heart Association	52%	53%	52%
My local fire department	47%	50%	50%
My local hospital	46%	47%	48%
National Safety Council	27%	34%	34%
Boy Scouts/Girl Scouts	21%	29%	28%
My school	15%	23%	24%

Q. To what extent do you associate each of the following with learning Hands-Only CPR?

Past Experience With CPR

Past Experience Performing CPR

- Over the past four years it appears that more respondents have had experience with CPR. The number of respondents who have never had to perform CPR is significantly on the decline.

	2009	2010	2011	2012	2014	2016
Never	83%	84%	85%	87%	78%	74% ⬇
Once	10%	11%	8%	9%	12%	15%
Twice or more	7%	5%	7%	5%	10%	11%

Q. How many times in your life have you ever given CPR to someone?

Base: Those who performed CPR	2009	2010	2011	2012	2014	2016
I pushed hard and fast on the person's chest and breathed into the person's mouth	12%	13%	10%	8%	12%	17% ⬆
I pushed hard and fast on the person's chest but did NOT breathe into the person's mouth	5%	3%	5%	6%	10%	10%
Not applicable	83%	84%	85%	87%	78%	73%

Q. The last time I gave CPR...

Base: Those who performed CPR	2012	2014	2016
Within the past six months	7%	22%	21%
Six months to a year ago	5%	27%	28%
Two to five years ago	22%	22%	21%
More than five years ago	63%	28%	28%
Not sure	3%	1%	2%

Q. When was the last time you gave CPR to someone?

Past Experience With Calling 9-1-1

- While the majority of those performing CPR continue to call 9-1-1 personally, more are doing so after starting CPR, rather than before.

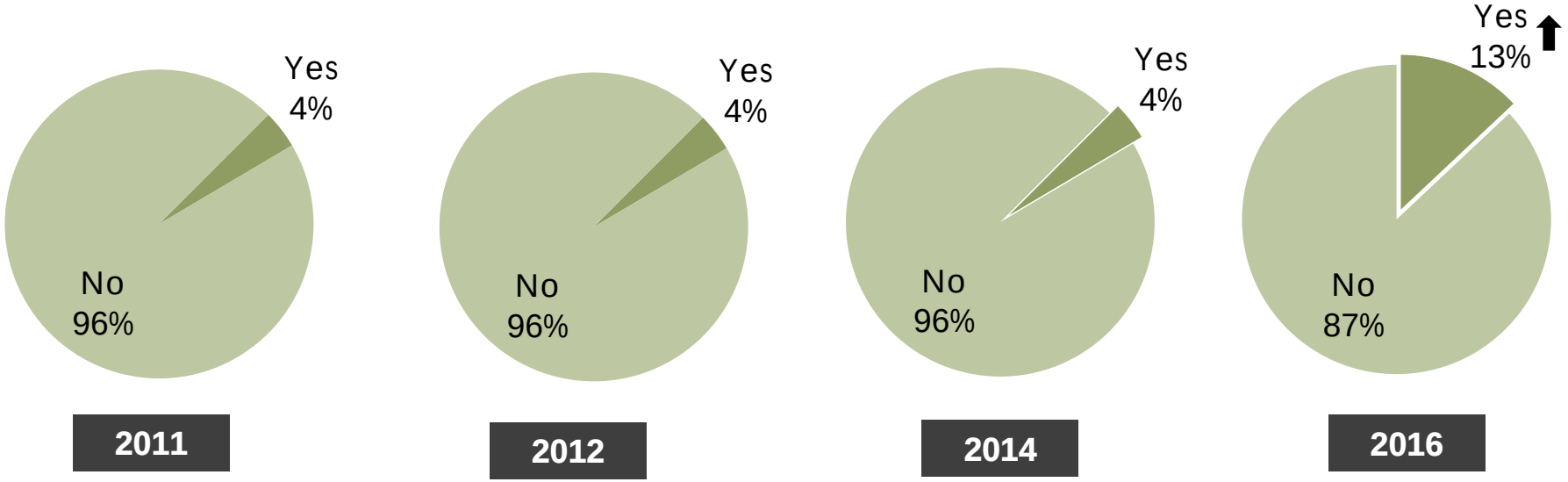
Base: Has performed CPR in the past

	2009	2010	2011	2012	2014	2016
I called 911 before I started CPR	23%	29%	16%	21%	36%	32%
I called 911 after I started CPR	8%	9%	8%	8%	18%	25% ⬆
Someone else called 911 before I started CPR	40%	31%	39%	38%	24%	22%
Someone else called 911 after I started CPR	19%	20%	20%	21%	14%	14%
No one called 911	9%	18%	18%	12%	8%	8%

Q. When you gave CPR...The last time you gave CPR...

Avoidance of Performance

- In 2016, significantly more respondents indicated that there was an opportunity to perform CPR on someone who was in cardiac arrest, but did not perform. This missed opportunity primarily occurred within the past two years.



Base: Had opportunity but did not perform CPR	2016
Within the past six months	38%
Six months to a year ago	30%
Two to five years ago	17%
More than five years ago	10%
Not sure	5%

Q. Have you ever had the opportunity to give CPR to someone who was in cardiac arrest but you didn't because you didn't feel you could do it?

Q.7 When was the last time you had an opportunity to give CPR but didn't?

Reasons to Avoid Performing CPR

- Fear of legal ramifications and harming the person lead the reasons for not performing CPR. Skills not being up-to-date or lack of confidence in performance also garner high rationale. Nearly one-quarter believe it is too complicated to give CPR.

Base: Had opportunity but did not perform CPR	2016
I was afraid of legal ramifications	31%
My skills are not up-to-date	28%
I was afraid I might hurt the person	28%
It is too complicated	24%
I did not feel confident performing the steps	18%
I have not been trained to perform CPR	16%
I did not want to give breaths	14%
I did not believe it would make a difference	14%
Other	4%

Q. Why did you not give CPR? (new question 2016)

Actions Taken to Learn About Hands-Only CPR

- CPR learning is on the rise in 2016, as significantly more respondents discussed CPR/Hands-Only CPR and/or visited a website to obtain additional information.

In the past six months, have you...	2009	2010	2011	2012	2014	2016
Discussed the topic of CPR in general	24%	22%	19%	18%	24%	28%⬆
Discussed the topic of Hands-Only CPR with friends or family	12%	14%	13%	11%	17%	22%⬆
Visited a website to get more information about CPR in general	9%	11%	7%	7%	14%	21%⬆
Visited a website to get more information about Hands-Only CPR	6%	9%	6%	6%	13%	19%⬆

Q. In the past six months, have you...?

Appendix – Hispanic Respondents

Hispanic Awareness & Confidence

- AHA messaging appears to be breaking through the clutter among the Hispanic market. Message awareness and consequently confidence among the Hispanic market has grown significantly since the last study.

	2016 Base Total Sample (n=1188)	2011 Hispanic Sample, with augment (n=247)	2012 Hispanic Sample, without augment (n=66)	2014 Hispanic Sample, without augment (n=152)	2016 Hispanic Sample, with augment (n=271)
I have heard of Hands-Only CPR (aided)	60%	59%	50%	61%	66%
I have recently seen or heard any messages about Hands Only CPR, in advertising, the media, the Web, publicity or other places	19%	16%	5%	22%	30% ⬆
Extremely or very confident in performing CPR with breaths	39%	--	14%	34%	49% ⬆

Q. Before this survey, had you ever heard of a procedure called "Hands-Only CPR," which involves pushing on the victim's chest but does NOT involve breathing into the victim's mouth?
Q. In advertising, publicity, the Internet, social media such as Facebook or YouTube or other places, have you recently heard, seen or read anything about Hands-Only CPR?
Q. In a medical emergency, how confident or not confident are you that you would do the following [conventional CPR (with breaths)] to aid a person?

Hispanic Attitudes Towards Hands-Only CPR

- Attitudes among the Hispanic population over the past two years have remained unchanged. Critically, Hispanic attitudes towards the procedure do not differ from the general population, however, Hispanic respondents appear to be more likely to perform CPR than the general population.

	2016 Total Sample (n=1188)	2011 Hispanic Sample, with augment (n=247)	2012 Hispanic Sample, without augment (n=66)	2014 Hispanic Sample, without augment (n=152)	2016 Hispanic Sample, with augment (n=271)
Hands-Only CPR can significantly improves the chances of someone surviving sudden cardiac arrest (Strongly/Somewhat Agree)	83%	72%	79%	86%	86%
Hands-Only CPR can be as effective as traditional CPR (Strongly /Somewhat Agree)	67%	60%	61%	73%	70%
I am hesitant to perform Hands-Only CPR because I worry if I don't do it correctly I could unintentionally hurt the person (Strongly/Somewhat Agree)	61%	66%	56%	64%	63%
I am extremely/very likely to give Hands-Only CPR in an emergency	50%	32%	46%	59%	58%
Performing Hands-Only CPR seems like it would be quite complicated (Strongly/Somewhat Agree)	37%	32%	21%	37%	42% ⬆

Q. Please indicate whether you agree or disagree with the following statements.
Q, How likely would you be to give Hands-Only CPR in an emergency?

Appendix – Subgroup Findings

Subgroup Findings

- Males, younger respondents age 18-34, Hispanics and households earning more than 50K per year are all significantly more aware of Hands-Only CPR.

Awareness Of Hands-Only CPR											
Male	Female	18-34	35-54	55+	Caucasian	AA	Hispanic	Asian	Below $20K	$20K to $50K	$50K+
63%	58%	**67%**	55%	59%	61%	57%	**66%**	56%	56%	57%	**64%**

- Awareness appears to drive likelihood of performing CPR and appears to impact confidence level in performing the procedure. Subgroups who had higher awareness levels were also significantly more likely to perform Hands-Only CPR and had significantly higher confidence levels.

Confidence Level In Performing Hands-Only CPR (Extremely or Very Confident)											
Male	Female	18-34	35-54	55+	Caucasian	AA	Hispanic	Asian	Below $20K	$20K to $50K	$50K+
44%	33%	**46%**	37%	33%	41%	33%	**49%**	27%	35%	33%	**43%**

Extremely Likely/Very Likely to Perform Hands-Only CPR											
Male	Female	18-34	35-54	55+	Caucasians	AA	Hispanics	Asian	Below $20K	$20K to $50K	$50K+
54%	46%	**55%**	46%	49%	**52%**	45%	**58%**	41%	30%	**43%**	**58%**

Appendix – 2016 Respondent Demographics

Demographics

	W 1	W 2	W 3	W 4	W 5	W 6
Gender						
Male	50	50	50	51	51	48
Female	50	50	50	49	49	51
Age						
18-34	31	31	25	28	30	32
35-54	39	39	42	30	36	34
55+	30	30	33	42	34	33
Region						
Northeast	17	18	23	17	19	18
Midwest	25	24	22	29	23	21
South	36	35	36	39	35	37
West	22	23	20	15	23	24

	W 1	W 2	W 3	W 4	W 5	W 6
HH Income						
<$20K	--	--	--	12	13	13
$20-49K	--	--	--	30	30	25
$50-99K	--	--	--	34	34	36
$100+	--	--	--	21	21	22
Education						
High School Grad or Less	22	19	18	21	20	20
Some coll/Associate's Degree	41	40	38	32	31	33
College degree +	38	41	44	44	46	47
Parental Status						
No Child >18 in HH	31	33	28	20	33	36
Parent at some point	32	32	31	--	--	65

Demographics

	W 1	W 2	W 3	W 4	W 5	W 6
Race						
White	69	62	70	79	76	74
Black	13	14	15	10	13	14
Hispanic	13	13	11	7	15	23
Marital Status						
Single	39	39	41	45	47	46
Married	61	60	59	55	53	54
Urbanicity						
City	33	36	33	27	36	41
Suburb	48	50	49	51	52	50
Other	19	15	18	21	12	9